

**MEMBERS OF THE TOBACCO PREVENTION
AND CESSATION ADVISORY COMMITTEE
AND THE ORGANIZATIONS THEY REPRESENT**

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Cynthia Gregory

Minority Health Commission

Wilma Houston

Coalition for a Tobacco-Free Arkansas

Jill Cox

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TOBACCO PREVENTION IN ARKANSAS



PROGRESS REPORT 2006

**Tobacco Prevention and
Cessation Program
Division of Health
501-661-2953**



TOBACCO PREVENTION PROGRAM GOALS

Tobacco use is the greatest public health problem in Arkansas. It contributes to more than 4,900 tobacco-related deaths and accounts for \$812 million in smoking related healthcare costs annually.

The mission of the Tobacco Prevention and Cessation Program is to reduce disease, disability and death related to tobacco in Arkansas citizens by providing tobacco prevention, education and cessation programs. The goals for the Tobacco Prevention and Cessation Program are to:

- Prevent the initiation of tobacco use among youth
- Promote tobacco cessation among youth and adults
- Eliminate exposure to secondhand smoke
- Identify and eliminate disparities related to tobacco use

The Tobacco Prevention and Cessation Program's budget for FY2006 was \$16.7 million. Funds are allocated towards the Centers for Disease Control and Prevention's Best Practices for Comprehensive Tobacco Prevention Programs, which includes: community programs, school programs, cessation programs, chronic disease programs, statewide programs, media/counter marketing, enforcement of tobacco control laws, surveillance and evaluation, and management of these programs.

The Tobacco Prevention and Cessation Program works with local health agencies, schools, community organizations and corporations to deliver integrated programs for all Arkansans.

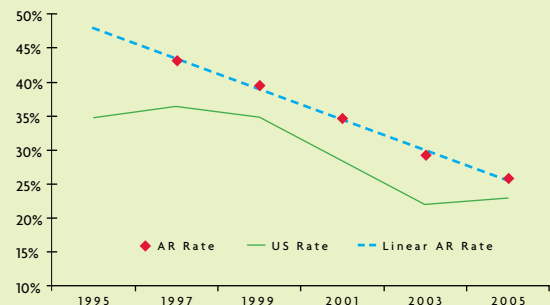


PROGRESS IN REDUCING TOBACCO USE

Arkansas' comprehensive approach to tobacco education and cessation programs has proven to be highly effective. Through policy development, grassroots prevention efforts and cessation services, Arkansans are making progress to reduce tobacco use.

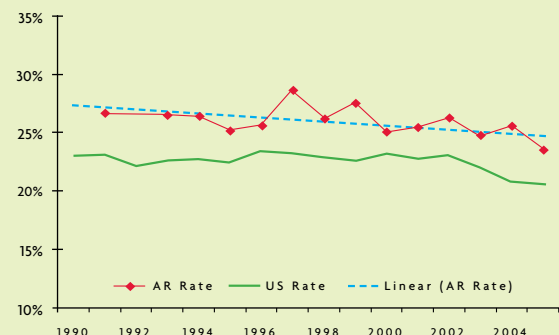
- The percentage of youth, who began smoking before the age of 11, has dropped from 23.3% in 2000 to 17.6% in 2005, **a 25% reduction.**
- Current cigarette smoking has declined among middle school students from 15.8% in 2000 to 9.3% in 2005, **a 41% reduction.**

Percent of high school students who were current users of cigarettes – Arkansas vs. US, Source: YRBSS 1995-2005



- Current use of any tobacco declined among high school students from 35.8% in 2000 to 26.3% in 2005, **a significant decline of more than 26%.**
- Smoking during pregnancy has significantly dropped from 2001 18.5% to 2004 16.3%, **a decrease by 12%.**
- Youth exposure to secondhand smoke in homes has dropped from 71.5% in 2001 to 62.4% in 2005, **a reduction of 13%.**
- **The smoking rate of adults has decreased from 25.5% in 2002 to 23.5% in 2005, a decline of 8%.**

Current Cigarette Smoking among Adults – Arkansas vs. U.S., Source: BRFSS 1991-2006



COMMUNITY PROGRAMS

The Tobacco Prevention and Cessation Program funded prevention and control activities through thirty community programs. Their activities include youth and adult prevention, educating the community about the dangers of secondhand smoke and promoting cessation services. Each community coalition sub-grant recipient is evaluated on the progress of their programmatic activities. In FY2006, over 2,200 activities were documented. Some of the activities included:

- Engaging youth to plan and conduct community tobacco prevention and education campaigns
- Developing educational presentations to strengthen anti-tobacco policies in schools
- Conducting community-wide campaigns about smoke-free homes and cars
- Promoting smoking cessation programs such as the SOS Quitline



SCHOOL PROGRAMS

The Tobacco Prevention and Cessation Program funded prevention and control activities through nineteen school programs. These school programs, along with sixteen Community Health Nurse Specialists (CHNS), received funds to ensure the implementation of research-based curricula. This partnership ensures the delivery of tobacco prevention programs and staff development training. In FY2006, over 900 services were provided. Some of the activities included:

- Developing tobacco-specific training for teachers
- Promoting cessation services to school staff, students and parents
- Developing and enforcing school policies on tobacco use
- Implementing evidenced-based curricula for Kindergarten through 12th grade
- Linking school-based efforts with local community coalition programs



Papa Rap encourages youth to Stamp Out Smoking

STATEWIDE PROGRAMS

Coalition for a Tobacco Free Arkansas (CTFA)

The Coalition for a Tobacco Free Arkansas (CTFA) is a network of statewide organizations with a joint mission to prevent the use of tobacco in our state. CTFA provides education and training to support community efforts including:

- Hosting a statewide conference in which 125 health advocates were in attendance. Conference topics ranged from community mobilization to methods on how to increase public awareness on the negative effects of tobacco
- Trainings to 17 community programs across the state to strengthen local anti-tobacco practices and policies



Arkansas teens "Stamp Out Tobacco" at the annual youth rally

Arkansas Tobacco Control Board-Enforcement

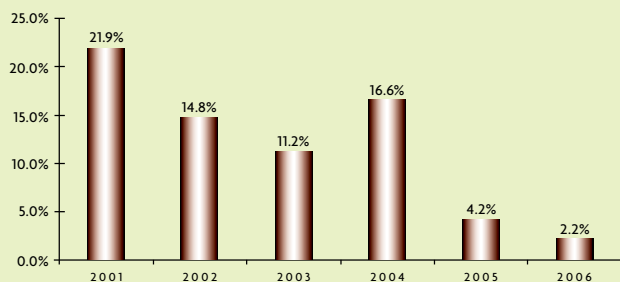
The Arkansas Tobacco Control Board (ATCB) regulates and enforces all laws prohibiting the sale of tobacco products to minors.

When a violation occurs the store will receive a fine or suspension of their permit. In FY2006, ATCB successes included:

- Percentage of successful youth attempts to purchase tobacco has dropped from 22% in 2001 to 2.2% in 2006
- 4,593 compliance checks with a non-compliance rate of 6%, down from 14% in FY2004, and 9% in FY2005
- 44 merchant trainings, covering 1313 employees in 433 stores



Percentage of successful youth attempts to purchase tobacco in Arkansas - FY 2001-2006, Source: SAMHSA Compliance Checks



CESSATION PROGRAMS - AR STOPS

The UAMS Fay W. Boozman College of Public Health operates the Arkansas Statewide Tobacco Programs and Services (AR STOPS).

The AR Stops programs include the SOSQuitline, SOSWorks, the Provider Education Program (PEP), the Arkansas Tobacco Cessation Network (ATCN), and the Smoke-free Workplace Assistance Program (SWAP). These programs greatly exceeded project goals, which resulted in more Arkansans receiving evidence-based treatment for tobacco dependence this year than ever before.



SOS Quitline

During FY2006, there were:

- 31% 6-month quit rate
- 5,619 calls to the SOS Quitline
- 3,673 callers, who sought treatment
- 1,862 callers, who sought information only
- 95% of callers recommended the Quitline to others

SOSWorks Fax-Back Referral Program

The SOSWorks Fax-Back Referral program helps healthcare providers link their patients to evidence-based cessation services. During FY2006, there were:

- 3,093 referrals received from healthcare providers
- 438 individual healthcare providers participated
- 216 clinics utilized this service

AR Tobacco Cessation Network (ATCN)

ATCN currently has fifteen treatment sites located in eight regions of the state. During FY2006, there were:

- 933 participants served
- 36% 6-month quit rate



STATEWIDE YOUTH LEADERSHIP INITIATIVE: YES! TEAMS

The Family Service Agency's Youth Leadership Initiative is a statewide anti-tobacco youth movement committed to preventing the initiation of tobacco use among youth. In concert with Y.E.S!, the Tobacco Control Youth Board (TCYB) helps recruit Y.E.S! Team members throughout the state and encourages members of their community to carry out tobacco education and prevention efforts. This statewide youth leadership initiative has been instrumental in engaging youth to actively participate in this anti-tobacco movement. Y.E.S! uses ads and public service announcements to communicate its anti-smoking messages as well as powerful peer-to-peer or word-of-mouth campaigns. Arkansas teens speak at events throughout the state to declare that Y.E.S! — We Say No to Tobacco! In FY2006, Y.E.S! Team successes included:

- 6,172 people reached through exhibits, presentations and events
- 684 youth have joined Y.E.S! at www.yesteam.org
- 20% increase in Tobacco Control Youth Board Members
- 20 teens formed Team Y.E.S. Speaks! Speaker's Bureau
- Demonstrating at the State Capitol to educate the public about the toll of tobacco use in Arkansas
- Radio advertisements to stamp out spit tobacco use
- Presentations at the Texas Teen Tobacco Summit and the World Conference on Tobacco or Health in Washington, D.C.



SECONDHAND SMOKE: BREATHE EASY

According to the 2006 Surgeon General's report on The Health Consequences of Involuntary Exposure to Tobacco Smoke, secondhand smoke causes premature death and disease in children and in adults who do not smoke. The scientific evidence also shows that there is no risk-free level of exposure to secondhand smoke. Approximately 390-700 people in Arkansas die each year from someone else's smoke.

The Clean Indoor Air Act took effect on July 21, 2006, making Arkansas one of eighteen states in the nation to prohibit smoking in indoor workplaces and public areas. This legislation helps eliminate the public's exposure to secondhand smoke. The enactment of this law demonstrates the commitment from our legislature and tobacco control advocates to reduce the health-care and fiscal burden that tobacco use inflicts on our state.

In March 2006, a survey indicated that 76% of Arkansans support a statewide smoke-free law. In addition, 93% of Arkansas voters believe that no one should be exposed to secondhand smoke in the workplace. With a solid majority in favor of clean air – Arkansas can breathe easy for a better state of health. To get more information on the law, go to www.arcleanair.com.



John Selig, DHHS Director at the Arkansas Clean Indoor Air Rally



A COALITION SUCCESS STORY ... IN THEIR OWN WORDS

The Tobacco-Free Marion County Coalition (TFMC) acts as a catalyst for public health improvement. TFMC is made up of over 300 members from all segments of the population. Using a grassroots approach, the coalition has been instrumental in disseminating information about the risks of secondhand smoke exposure, the benefits of clean indoor air, and the importance of people taking responsibility for educating others about the dangers of both active and passive smoking.

TFMC's grassroots approach has had great success over the last few years. The adult smoking rate for Marion County has fallen from 32% to 20.6%, which took us from having the second highest smoking rate to one of the lowest — 70th among the 75 Arkansas counties. Our residents use the Quitline at an above-average rate. The January 2005 Arkansas County-Specific Smoking and Other Tobacco Use Report depicts Marion County as having the lowest Spit Tobacco/Snuff Use rate (2.6% adults) in the state. And for 2004 (the most current available data), the SYNAR checks for illegal sales to minors found zero violations.

The tobacco-free message that we advocate resonates within our county and has encouraged others to act. For example, in 2006 the Marion County Quorum Court enacted an ordinance legislating a 50-foot tobacco-free barrier around the entrances to all county-owned buildings. The local newspaper runs three or four articles a month about tobacco prevention activities in the area, and a local billboard company owner has donated one year of sign rental for tobacco prevention advertising. These examples demonstrate changes of knowledge, attitude, and behavior about tobacco use and exposure in Marion County, Arkansas.

STAMP OUT SPIT

To expand our message to include a Stamp Out Spit Tobacco Campaign, TPCP collaborated with Babe Ruth League Tournaments during the summer of 2006. Also, at the Arkansas State Fair, Stamp Out Spit promoted its “Buck the Chew” campaign. Events promoting “Buck the Chew” took place in coordination with the Ruff & Tuff Mechanical Bull in Barton Coliseum during the Professional Rodeo Cowboys Association rodeo and at the Stamp Out Smoking booth in the Hall of Industry. Information on the dangers of spit tobacco was disseminated to encourage people to “Buck the Chew.” These events are designed to get the word out to people that spit tobacco is dangerous and encourage those with this habit to quit.



APPROXIMATE COUNTY ALLOCATIONS: JANUARY 2003 – JUNE 2006

Map depicts funds allocated to communities and school-based grantees.



STRIKE OUT SPIT TOBACCO

It's all about Baseball Coach, Don Van Horn, is proud to be free of many spit tobacco. He knows it's not a safe alternative to anything, nor is it part of a healthy lifestyle. So should you. If you use it, then it's time to pitch it.

Make a play for good health and quit the spit.

Call 1-866-NOW-QUIT.



OUTREACH

Stamp Out Smoking continued its outreach efforts with sponsorship events around the state, making our anti-tobacco message visible to all Arkansans.

SOS also promoted cessation messages by implementing grassroots efforts targeting Arkansas youth. In the upcoming year, SOS will again promote the “Big Pitch”, a drama contest that allows high school teens to produce anti-tobacco TV spots for production; coloring and poetry contests that encourage youth to share the dangers of tobacco through creativity and rhyme; and Smokin’ Ribs in the Rock, a statewide bar-b-que cook-off that encourages cooks from Arkansas and abroad to “smoke ribs, not cigs”.

SOS collaborated with sports teams to encourage Arkansans to live a tobacco-free lifestyle. The sports teams include: a Minor League Baseball team, the Arkansas Travelers; an Arena Football League team, the Arkansas Twisters; and a National Basketball Association Development League team, the Arkansas RimRockers.



SURVEILLANCE AND EVALUATION

Public health surveillance and evaluation are crucial for monitoring tobacco-related behaviors, attitudes, and health outcomes. The Tobacco Prevention and Cessation Program utilizes the Centers for Disease Control and Prevention's surveillance and evaluation data sources to monitor tobacco prevalence among youth and adults, per-capita tobacco consumption and exposure to statewide and local program efforts.

The program will continue to monitor cigarette smoking and the use of other tobacco products by using data sources which include:

- Behavioral Risk Factor Surveillance System (BRFSS)
- Youth Risk Behavior Survey (YRBS)
- Arkansas Pregnancy Risk Assessment Monitoring System (PRAMS)
- National Health Interview Survey (NHIS)
- Youth Tobacco Survey (YTS)
- Adult Tobacco Survey (ATS)
- School Health Policies and Programs Study (SHPPS)
- Current Population Survey (CPS)
- Synar Amendment data
- SOS Media tracking surveys




MEDIA AND PUBLIC RELATIONS


The Tobacco Prevention and Cessation Program’s statewide tobacco counter-marketing campaign conducted by the advertising firm of Cranford Johnson Robinson Woods (CJRW) is known as Stamp Out Smoking (SOS). Through a contract, CJRW effectively implements the SOS media campaign, which emphasizes the prevention of youth initiation, tobacco cessation and elimination of secondhand smoke. These messages are strategically designed to target specific demographics through grassroots efforts as well as various types of media, such as print, television, radio, and Internet. SOS has been instrumental in building favorable outcomes through its tobacco counter-marketing campaign.

Since the inception of SOS, media recall for the Stamp Out Smoking brand averages 79%. Additional indicators of success are the numbers of PSAs, community events, and media ad funds leveraged. In FY2006, leveraged funds totaled one million dollars. With aggressive advertising and public relations campaigns, along with community- and school-based programs, the state has made significant advances in achieving a tobacco-free Arkansas.

PROTECT HER FROM SUDDEN INFANT DEATH SYNDROME.
When you smoke, everyone around might as well be smoking, too. Secondhand smoke kills more than 40,000 non-smokers every year, causes more than 400,000 cases of severe asthma in children, and may lead to Sudden Infant Death Syndrome. Quit now, Arkansas Tobacco Settlement dollars will pay for a proven program to help you.



Call 1-866-NOW-QUIT. NOW.

SOS 
STAMP OUT SMOKING
ARKANSAS TOBACCO SETTLEMENT
OF 2001-2010
Healthy Arkansas
For a Better State of Health
stampoutsmoking.com



**YOU PROBABLY DIDN'T HIT A GRAND SLAM
THE FIRST TIME YOU SWUNG A BAT, EITHER.**

Quitting tobacco is tough. We can help. Arkansas Tobacco Settlement dollars will pay for a proven program to help you quit.
Call 1-866-NOW-QUIT. NOW.

SOS 
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stampoutsmoking.com



**YOU PROBABLY DIDN'T FIND TRUE LOVE
THE FIRST TIME YOU HELD HANDS, EITHER.**

Quitting tobacco is tough. We can help. Arkansas Tobacco Settlement dollars will pay for a proven program to help you quit.
Call 1-866-NOW-QUIT. NOW.

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The Federal Trade Commission reports that the tobacco industry spends more than \$15.4 billion per year marketing its harmful products nationwide with an estimated \$190 million spent in Arkansas. This is 12.6 times what the state spends on tobacco prevention.